

30 APR 1969

MEMORANDUM FOR: Deputy Director for Support

**SUBJECT : National Civil Service League Career Service
Award -- Colonel L. K. White**

1. This memorandum is for information only.
2. A dinner dance honoring the winners of the National Civil Service League (NCSL) Career Service Award will take place at 7:30 p. m. Friday, 13 June 1969, at the Washington Hilton Hotel. It will be preceded by a reception and cash bar at 6:30 p. m.
3. Total desired attendance is 2000 with a minimum of 150 from each representative Agency.
4. The two factors critical to the success of this awards dinner are widespread attendance and publicity both in and outside the Agency. It is suggested that the Director be asked to discuss the awards dinner at his morning meeting, hopefully in Colonel White's absence. This would insure the Director's desires regarding Agency participation are known and conveyed through the Directorates. It is believed that this would avoid the possibility of an actual quota system, which, if necessary, would detract somewhat from the award. If the Director discusses this matter at his morning meeting, I will send memoranda shortly thereafter to each of the Deputy Directors urging their prompt indication of reservations desired. This will provide an additional opportunity to press for the desired participation. Each Deputy Director will be requested to select an individual in his Directorate who will be responsible for coordinating ticket reservations and payments with the Chief, Benefits and Services Division, Office of Personnel. The tickets for Colonel and Mrs. White will be free as will be the tickets for General and Mrs. Cushman. If Mrs. Cushman attends, she will be seated at one of the preferred tables. The cost for government employees is \$15 per ticket and the same for family members of government employees. Non-government persons will be charged \$25 per ticket. Reservation forms are available and will be distributed to the individuals designated to assist in the Directorates. All checks should be payable to the National Civil Service League. Reservations may be made for individual

seats as well as tables for ten. Reservations for tables must be received in the NCSL by 3 June and individual reservations by 9 June. It is suggested that a deadline for all reservations within the Agency be established as 30 May 1969. Dress for the occasion is semi-formal with the exception of the head table which is black tie.

5. The NCSL will send letters of invitation to non-governmental firms and individuals if desired. We are to provide addressed (unfranked) envelopes to them by 7 May for the following:

- a. The homestate Congressman and two Senators of the Awardee.
- b. Business firms and organizations.
- c. Professional organizations.
- d. Friends and colleagues in other government agencies.
- e. Friends and colleagues not in government.

6. Publicity is the responsibility of each Agency and we have been urged to mount a public information program geared to Colonel White as suggested in NCSL Press Lists and Publicity paper. Since the two primary purposes of the Career Service Awards Program are to honor outstanding federal career employees and to help raise public services' prestige, I believe it is appropriate that the Agency generate publicity citing Colonel White's outstanding career. It is our opinion that this can best be accomplished through the efforts of Mr. Goodwin, and it is suggested that the Director's approval for this course of action be obtained. Further additional publicity is suggested as follows:

Internal

- a. A notice be sent to all employees announcing Colonel White as a winner of this high award which will include appropriate information regarding the awards dinner.
- b. Appropriate posters with a picture of Colonel White be displayed on all bulletin boards. (see attachment)
- c. Announcements be made at all Senior Staff meetings.

External

Provide the NCSL with one set of envelopes by 2 June for distribution of press material and general information to the following:

- a. Schools
- b. Organizations
- c. Hometown newspapers
- d. "House Organs" of business and other groups
- e. Publications of organizations

7. The NCSL desires by 23 May one 35 mm 2" x 2" color slide of Colonel White to be projected on a screen while his award is being presented, fifty 3 1/2" x 5" glossy photographs for press purposes by 15 May, a black and white glossy 2" in diameter of the Agency seal by 1 May, and three statements (four copies of each) as listed below about Colonel White by 9 May:

a. One will be used to guide the NCSL in preparing the citation read to Colonel White when a League Officer presents the Award.

b. One will be short — one or two sentences — to help General Cushman when he introduces Colonel White.

c. One will be a statement that will be read to the audience by the League's presiding officer as Colonel White, General Cushman, and the League Officer presenting the award step to the microphone.

8. The League will publish Profiles in Quality - 1969 designed to tell the career success story of each winner. Deadline for ordering copies is 1 June at the following rates:

Up to 499 copies	15¢ each
500 to 4,999 copies	10¢ each
Over 5000 copies	7¢ each

/s/ Robert S. Wattles

Robert S. Wattles
Director of Personnel

Att

Distribution:

O & 1 - Addressee

1 - D/Pers

1 - C/BSD

Approved For Release 2002/06/18 : CIA-RDP84-00313R000300010046-8

OP/BSD/[]:jas (30 Apr 69)